

**Superdrug educates over 65,000 people during breast checking consultations in six months**

Six months on from the launch of Superdrug's partnership with charity CoppaFeel!, new figures reveal that 65,000 patients<sup>1</sup> have had a no touch consultation on how to carry out a breast examination. Of these patients, 64% were female and 36% were male<sup>2</sup>.

The no touch consultations aim to educate patients on the signs and symptoms of breast cancer. Since their launch in April 2019, and as a result of a consultation, one patient has since been referred for further investigations.

Superdrug's partnership with CoppaFeel! has seen Superdrug nurses being trained on how to talk to patients who attend a clinic appointment about how and when to check themselves at home. These consultations were launched in response to research revealing that a staggering 82% of women and 63% of men feel uncomfortable discussing changes in their breasts or pecks.<sup>3</sup>

Sophie Dopierala, Director of Education and Health Comms at CoppaFeel! said, *"We are delighted to hear a further 65,000 people are now educated on the importance of being breast aware. We know from our research that healthcare professionals are very influential in encouraging specifically young women to start checking and therefore it is so valuable to have Superdrug nurses passing the information on to even more young people engaging with their services."*

Sean Watret, Head of Healthcare Services at Superdrug said, *"We set ourselves a goal of having over 100,000 breast checking consultations in the first year because we want to help people to understand how to check their breasts or pecks. Our stats show we are already well over half way there in just six months! By offering this additional consultation within our Superdrug nursing clinic appointments we're delighted to help increase conversations about breast checking and equipping people with the skills and confidence to regularly check their breasts."*

*"Over the last six months our trained nurses have been talking patients through how they can carry out a self checking examination and offering them information and leaflets on regular checking. We're committed to continuing what we started and that's to encourage more conversations and more checks around the UK."*

Dr Pixie McKenna, Superdrug's Health and Wellbeing ambassador, said, *"Following the launch I am delighted to see that thousands of patients have now had a no touch consultation thanks to Superdrug and CoppaFeel!. Once you know how simple the check is, it can really save your life. Everyone should be able to check whether on themselves or a partner, or even talking it through with a friend - the more conversations the better!"*

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<sup>1</sup> Superdrug data October 2019

<sup>2</sup> Superdrug data October 2019

<sup>3</sup> 3 GEM research 2019 amongst 2,000 general population